

**ABSTRACT**

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2 A video display apparatus has an on-screen display pivoting function in which, even when  
3 the user arbitrarily pivots the monitor of a computer system, the on-screen display is normally  
4 displayed. An on-screen display (OSD) generating section receives horizontal/vertical synchronizing  
5 signals and clock signals, and outputs first video signals in response to OSD control signals. A pivot  
6 circuit section receives the first video signals, stores a write address of the first video signals in a  
7 position-converting manner and in correspondence with a pre-set pivot write address, and converts  
8 the write address in response to the horizontal /vertical synchronizing signals and the clock signals  
9 so as to output the first video signals in the form of second video signals. A scale converting section  
10 furnishes the horizontal/vertical synchronizing signals and the clock signals to the OSD generating  
11 section and the pivot circuit section, respectively, and receives the second video signals so as to  
12 convert scales of the second video signals. A control section furnishes the OSD control signals and  
13 scale control signals to the OSD generating section and the scale converting section, respectively,  
14 and furnishes pivot control signals to the pivot control section in response to mode control signals  
15 generated by the user.